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## **METHODS FOR ACTUALIZING FILM TITLES' PRAGMATIC POTENTIAL WHEN TRANSLATING FROM ENGLISH INTO RUSSIAN**

The paper displays methods for actualizing film titles' pragmatic potential. We study English feature films released in Russia. We consider the main translation strategies and analyze their advisability and pragmatic orientation. Film title has direct impact on the viewer's perception, his or her emotions and feelings. We consider various pragmatic effects i.e. the effects of legitimate or defeated expectations as a result of interaction between film title and text.

**Key words:** film title; pragmatic potential; legitimate or defeated expectations; translation strategies and techniques.

УДК 81'25

## **UNIFIED NAVIGATION SYSTEM OF RUSSIAN RAILWAYS: TRANSLATION ISSUES**

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В статье рассматриваются проблемы межъязыковой передачи текстов-элементов навигационных систем. На примере двуязычной унифицированной системы навигации, действующей на объектах железнодорожной инфраструктуры России,

разбираются с различных точек зрения ошибки и неточности. Предлагаются альтернативные решения по улучшению качества перевода и оптимизации лингвистического ландшафта города.

**Ключевые слова:** урбанистическая лингвистика; урбаноним; языковой ландшафт города; лингвистический ландшафт; перевод; транслитерация; железные дороги; навигация.

One of the most topical avenues of contemporary linguistics is the investigation of urban linguistic landscape. This term was introduced in 1997 and traditionally refers to the language of “public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings” that fulfils informative and symbolic functions [Landry, Bourhis 1997: 95]. Modern scientists have developed this term and added electronic flat-panel displays, LED neon lights, foam boards, electronic message centres, interactive touch screens to the linguistic landscape of a city [Gorter 2013: 191]. The main subject of linguistic landscape research is the language itself; it also delves into issues of understandable design of navigation system elements, into multilingualism and translation.

We believe that nowadays the problem of multilingual navigation system design is topical not only in Russia but also in foreign countries. Due to increased tourist traffic, there is a need for understandable multilingual navigation systems. The problem of translating their elements and the names of urban infrastructural facilities has been studied in a number of papers (O.A. Simonova, U.A. Petrova, I.V. Zotc etc.); however, these have never turned their attention to Russian railways facilities. Travelling by train is becoming more popular among foreign tourists, and the legacy of the 2018 FIFA World Cup provides us with a reliable estimate of the current state of navigation system translation, both in terms of linguistic and intercultural points of view.

In our study we used both descriptive and comparative methods. We collected and analysed photos of multilingual signs, names of infrastructural facilities and stations from different sources, namely, the official website of JSC ‘RZD’ and its mobile version, the official app of ‘RZD’, railway station buildings, platforms navigation elements, electronic maps such as ‘Yandex Maps’ and ‘Google Maps’ to analyse translation options and to estimate the translation quality. We also studied official guidelines of JSC ‘RZD’ for unified navigation system design introduced in 2013.

In our previous works [Щербakov, Голомидова 2018; Golomidova, Shcherbakov 2019] devoted to linguistic landscape issues, we used the term ‘urbanonym’ when referring to all facility objects. Names of spatial objects (including streets, squares, parks, bridges, buildings, public transport stops, metro stations, districts and neighborhoods) also belong to the category. It is important to note herewith that there are several universally accepted terms in this connection: oikonyms/oekonyms/ecodomonyms (proper names of

buildings), horonyms (proper names of spatial objects), necronyms (proper names of cemeteries). Until this day, however, scientists have not introduced onomastic terms for proper names of railway stations and some other infrastructural facilities, which exposes a hiatus in urban onomastics [Шмелева 2013: 99].

Traditionally, there are several methods of translating proper names: transcription, transliteration, transposition, loan translation, transplantation, explication [Ермолович 2009: 10–13]. Usually several methods are used simultaneously, e.g. loan translation and transliteration, to make realities of foreign life more understandable and accessible for tourists.

Let us turn to the analysis of practical examples. As mentioned above, we compared the names of railway stations in several sources. The results are given below.

Table 1. Translation Options in Different JSC ‘RZD’ Official Resources

<b>Names in Russian</b>	<b>Names recorded on JSC ‘RZD’ official website</b>	<b>Names recorded in the official mobile app ‘RZD’</b>	<b>Names recorded in the timetables of long-distance and commuter trains</b>
Екатеринбург-Пассажирский	Ekaterinburg-Passajirs	Yekaterinburg (Passazhirskaya)	Ekaterinb P
Еланский	Elanskii	Elanskii	Elanskiy
Талица	Talica	Talica	Talitca
Юность-Комсомольская	Iunost-Komsomolskaia	Iunost-Komsomolskaia	Yun Komsom
Пыть-Ях	Pyt-Iah	Pyt-Iah	Pyt’ Yakh
Москва Ярославская (Ярославский вокзал)	Moskva Yaroslavskaya (Yaroslavskiy Vokzal)	Moskva Yaroslavskaya (Yaroslavskiy Vokzal)	Moskva Yar
Санкт-Петербург-Главный (Московский вокзал)	Sankt-Peterburg-Glavn. (Moskovskiy Vokzal)	Sankt-Peterburg-Glavn. (Moskovskiy Vokzal)	S-Peter-Gl
Россошь	Rossosh	Rossosh	Rossosh’
Новгород-на-Волхове (Великий Новгород)	Novgorod-Na-Volhove	Novgorod-Na-Volhove	Novgor Vol

The conclusions based on the results are as follows:

- 1) there are different translations of the same proper names found in different sources. This may lead to misunderstanding and confusion;
- 2) most abbreviated proper names in long-distance and commuter trains timetables are unreadable. Some of them are meaningless not only for foreign tourists but also for local people;
- 3) despite the renaming process of 2010, some railway station names

still do not correspond with the names of cities, for instance, Novgorod-na-Volhove<sup>1</sup>, which further complicates navigation for foreign visitors;

- 4) transliteration is the major method of translation; however, we observe an inconsistent use of its varieties (i.e. strict, weak and extended, sometimes with the use of diacritical marks). Thus, we encounter a range of translation options: for instance, the station name “Россошь” is transliterated in several ways: *Rossosh* (weak transliteration) and *Rossosh'* (extended transliteration with a diacritical mark).

For the analysis of the next group we turned to the options recorded at the railway station of Yekaterinburg (alternatively romanized Ekaterinburg) and in the above-mentioned official guidelines. This group combines several categories of navigation system elements.

### 1. Infrastructural facilities signs:

#### 1.1. Names of railway stations:

- станция «Высокогорье» → Highland Station
- Курский вокзал → Kursky Station

#### 1.2. Signs of railway station facilities:

- Кассы → Tickets
- Камера хранения → Left luggage
- Комната длительного отдыха → Long term waiting
- Прибытие и отправление поездов → Arrivals and departures/Trains arrival and department
- Услуги/инфраструктура для лиц с ограниченными возможностями → Disabled
- Банкомат «Россельхозбанка» → The ATM of the Agricultural Bank
- Банкомат «Сбербанка России» → The ATM Savings Bank

### 2. Directions guides:

- Экспресс в аэропорт → Express to airport
- Пути → Tracks
- Поезда дальнего следования → Long distance
- Тверская улица → Tverskaya Street
- Ленинский проспект → Leninskiy Prospekt

### 3. Prohibition and warning signs:

- Чрезвычайное положение → Emergency
- Вход запрещен → No entry

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<sup>1</sup> Novgorod-na-Volhove is the name of a railway station located in Velikiy Novgorod. This city attracts foreigners from all over the world every year.

- Пожарное оборудование → High voltage
- Осторожно. Высокое напряжение → Danger. High voltage
- Пожарная тревога → Fire alarm

#### 4. Reference information panels:

- Планирование путешествия → Journey planning
- Расписание поездов → Train timetable

Following the results of the analysis, we arrived at the following conclusions:

- 1) the proper name of the station ‘Высокогорье’ is translated (‘Highland’) rather than transliterated, which would have been the best strategy here;
- 2) the translation is mostly either inaccurate or incomplete. For instance, the element “Кассы” is translated as ‘Tickets’ whereas the prevalent option is ‘Ticket office’. The provided variant for “Услуги/инфраструктура для лиц с ограниченными возможностями” is inaccurate (we suggest ‘Disability services’). The translation of such expressions as ‘Long term waiting’ and ‘Long distance’ is incomplete (more understandable names would be ‘Lounge area’ and ‘Long-distance trains’);
- 3) the proper names of banks are translated (Банкомат «Россельхозбанка» → The ATM of the Agricultural Bank; Банкомат «Сбербанка России» → The ATM Savings Bank) rather than transliterated, as in the names of stations mentioned earlier (we suggest ‘Sberbank ATM’, ‘Rosselkhozbank ATM’);
- 4) the study reveals an inconsistent approach towards urbanonyms translation. For instance, the element “улица” is translated (street) whereas “проспект” is transliterated (prospect).

Nowadays electronic maps are commonly used during a journey to facilitate the challenging system of navigation; however, after we compared several urbanonyms and their translations in ‘Yandex.Maps’ and ‘Google Maps’, we found them some of them baffling (see Table 2).

Table 2. Comparison of Translation Options Recorded on Electronic Maps and Website of JSC ‘RZD’

Names recorded on the official website of JSC ‘RZD’	Names recorded on the electronic maps	
	‘Yandex.Maps’	‘Google Maps’
Moskva Paveletskaya (Paveletskiy Vokzal)	Moskva-Pass.-Paveletskaya	Moscow Paveletsky
Kazan-2 (Vosstanie Passajirskai)	Vosstanie-Passazhirskaya	Kazan-2
Sankt-Peterburg (Finlyandskiy Vokzal)	St. Petersburg-Finlyandskiy	Finlyandskiy Railway Station

Nizhniy Novgorod (Moskovskiy Vokzal)	Nizhny Novgorod- Moskovskiy	Nizhny Novgorod railway station
Biriulevo-Pass.	Biryulyovo-Passazhirskaya	Biryulovo Pass.
Lesotekhnicheskaya	Lesotekhnicheskaya	Forestry
Aeroport Kolcovo	Koltsovo Airport	Koltsovo Airport

As we can see from the table, the same proper names are transliterated in several ways; frequently they do not correspond with the options used on the official website of JSC ‘RZD’. Furthermore, the types of transliteration also differ, and translation of some proper names is incomplete. For instance, the official name of the station ‘Казань-2 (Восстание пассажирская)’ is recorded on electronic maps in its abbreviated form; the station name ‘Лесотехническая’ is translated (‘Forestry’), which contradicts the rules of translation.

We believe that the major cause of the confusion, both linguistic and navigational, is the automated character of the translation provided.

To sum up, translation options recorded on the electronic maps may differ from each other or from the commonly accepted norms, which creates a further problem of multilingual navigation design.

Taking into account all the problems discovered in our study, we suggest creating a unified, globally understandable, multilingual navigation system in the following way:

- choosing a single system of transliteration and unifying railway station names in all sources;
- replacing abbreviated names with corresponding full forms;
- rectifying all mistakes and misconceptions in the translation and unifying translation options in all sources including official guidelines and other documents;
- giving names of cities in brackets if they do not correspond with railway station names (for instance, *Novgorod-Na-Volhove [Velikiy Novgorod]*).

Today Russia attracts more and more foreign tourists as a venue for various international events; however, we still use the multilingual navigation signs that appeared in city streets several years ago. The first attempts to create a unified system of navigation were made for the facilities of our railway roads, which now prove to be popular among foreign visitors (especially in Moscow and Saint-Petersburg). Despite its surface technical excellence, the system fails in terms of both linguistic accuracy and intercultural communication.

Studies in this realm are aimed at improving translation quality of navigational elements and, as a consequence, improving the linguistic landscape of Russian cities, as well as the overall level of infrastructural development. The results of analyses made may be valuable when preparing for upcoming global events in Russia and further reconsidering the goals and

objectives of multilingual systems of navigation.

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### UNIFIED NAVIGATION SYSTEM OF RUSSIAN RAILWAYS: TRANSLATION ISSUES

The paper investigates issues of translating navigation elements into English. We reveal errors and inconsistent translation solutions in the unified navigation system of the Russian railways and suggest alternatives aiming to improve the translation and align the linguistic landscape.

**Key words:** urban linguistics; urbanonym; linguistic landscape; translation; navigation; railways.

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### ТРАНСФОРМАЦИИ ПРИ ПЕРЕВОДЕ НАУЧНОЙ АННОТАЦИИ НА АНГЛИЙСКИЙ ЯЗЫК

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Статья посвящена проблеме перевода аннотаций в отечественных научных журналах на английский язык. Трансформационный метод сопоставительного анализа русско- и англоязычных вариантов аннотации к статье из естественнонаучного периодического издания позволил постулировать лексическую точность при частотных грамматических расхождениях оригинала и перевода.

**Ключевые слова:** аннотация; добавления; опущения; перевод; переводческие замены; перестановки; трансформации.

В современном мире науки каждый год создается огромное множество разнообразных научных статей на различную тематику. Для